Evans Addresses A. H. S. Class

The Distributive Education class has been studying traits which should be shown on the job. One such trait is loyalty. Members of the class wanted to know just how important loyalty is to the customer, employer and associates. Therefore it was decided to have a business man talk on the topic. Hilda Woody invited Mr. T. DeWitt Evans to speak to the calss and introduced him to the class on Wednesday, November 13.

"Loyalty is something you can't buy." Mr. Evans began. "First realize you are in an intangible position with the person for whom you work."

Mr. Evans pointed out that it is difficult for an employer to know just how loyal an employee may be. The employer can tell about your grades, your attendance, sportsmanship, and a little about your honesty but he can't always tell about your loyalty.

The employer can make certain demands of employees such as selling a given article for a given price, keeping inventory records, getting to work on time, taking a specific lunch hour, and quitting at a certain time. "The employer can't demand loyalty," said Mr. Evans, "in the sense that he can buy it.'

Mr. Evans said that loyalty is more or less an attitude. He explained this by giving examples of people buying a ticket to go to a movie to have a good time but yet not have a good time. The purchasing of the ticket had nothing to do with having a good time. "You can't buy happiness," Mr. Evans told the class. "You can set out for it, but other factors enter into it."

"Loyalty comes from an inward feeling of satisfaction. Loyalty also comes from a clear understanding of what you are expected to do," Mr. Evans said.

Mr. Evans offered several ways that an employee could show loyalty and also ways an employee could tell if the employer thought he was loyal. Among them were defending your company if someone else is running it down, manner in which you handle a disgruntled customer, when the employer starts telling the employee secrets in the form of future plans for the business, and when the employer gives the employee jobs of trust that make a difference in the business.

Mr. Evans also pointed out to the class that when you do something in an aggravated manner that you receive no credit for doing that particular thing. He cited as an example the service station attendant being asked to wipe off a windshield and did so in a haughty manner, then the customer gave the attendant no credit for wiping the windshield.

Mr. Evans closed his enjoyable talk by answering this question, "What is a customer?" A customer is the most important person ever in your business establishment. A customer is not dependent on you, but rather you are dependent on him. The customer is not an outsider, so treat him as part of the business.

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—AGENT—

APPOMATTOX, ROUTE 1

Visiting in the home of Mr. and Mrs. Ernest Reid over the week-end were Mr. and Mrs. David Foldesi of Richmond.

Mrs. Ruth Reid fell Saturday and broke her arm, and was rushed to the Virginia Baptist Hospital, where she is a patient.

Mrs. Alma Ayers and Mrs. Ernest Reid visited Mrs. Ruth Reid in the hospital Thursday.

Mr. and Mrs. Jim Reid are on the sick list.

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Photo illustration— Ruins of the old Jamestown Church built in 1619

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